

# STATE SERVICE PLAN 2013-2015



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## ***How to Serve***

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*If you are interested in joining AmeriCorps or learning more about service and volunteerism go to: [www.serveidaho.gov](http://www.serveidaho.gov)*

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## Serve Idaho Commissioners

### ***Kristen Tracy – 2014 Commission Chair***

Volunteer Sector, Boise, ID

### ***Mike Jensen – 2014 Commission Vice Chair***

Youth Services, Boise, ID

### ***Patricia Lundquist Eriksen – Commission Secretary***

Human / Educational / Environmental  
Services, Soda Springs, ID

### ***Clint Blackwood***

Community Based Agency, Filer, ID

### ***Emily Baker***

Volunteer Sector, Boise, ID

### ***Doug Brown***

Youth Services, Garden City, ID

### ***Kara Brascia***

Higher Education, Boise, ID

### ***Henry Henscheid***

Business Sector, Blackfoot, ID

### ***Georgia Dimick***

Community Based Agency, Oakley, ID

### ***Bill Langer***

Senior Services, Coeur d'Alene, ID

### ***Pam McGarry***

Business Sector, New Meadows, ID

### ***Lynn Muehlfeit***

Labor Organization, Idaho Falls, ID

### ***Tina Naillon***

State Department of Education, Boise, ID

### ***Randy'L Teton***

Tribes, Fort Hall, ID

### ***Carrie Reese***

Community Based Agency, Hayden Lake, ID

### ***Charlette Kremer***

National Service, Lewiston, ID

### ***Jackie Wright***

Community Based Agency, Boise, ID

## **EX-OFFICIO MEMBERS:**

### ***April Durrant***

Corporation for National & Community Service  
Idaho State Program Office, Boise, ID

### ***Lori Hendon***

Legislative Audits, Boise, ID

### ***Ken Edmunds***

Idaho Department of Labor Director, Boise, Idaho

## Serve Idaho Staff

***Renee Bade***, Program Manager

***Heather Luff***, Grants & Contracts Officer

***Patricia Fitzpatrick***, Administrative Assistant

***Gordon Graff***, Disability Outreach

# ***Serve Idaho***

## ***State Service Plan Overview***

Serve Idaho's 2013-2015 State Service Plan is a three-year plan which describes the Commission priorities and goals. The three year state plan is effective January 1, 2013 and will guide the work of the Serve Idaho Commission.

Public input was critical in the development of this State Service Plan. Input was gathered through a survey as well as a stakeholder meeting hosted in partnership with the Corporation for National and Community Service State Office and the Idaho Department of Education. Serve Idaho Commission members and staff participated in the meeting as facilitators and hosts. The following organizations were represented: K-12 and higher education, aging networks, non-profit agencies, community and faith-based organizations, national service programs, government agencies, organizations representing Veteran's and Military families, businesses, community leaders, hospitals, foundations, service organizations, and local volunteers.

Comments are welcome at any time and will be considered on an annual basis when the State Service Plan is updated. Please submit comments to [renee.bade@labor.idaho.gov](mailto:renee.bade@labor.idaho.gov).

## ***Serve Idaho Commission History***

Serve Idaho, The Governor's Commission on Service and Volunteerism, was established through Executive Order by Governor Cecil D. Andrus in 1994 as a result of the National and Community Service Trust Act of 1993 and the creation of AmeriCorps. The Commission was established to advise and assist in the development and implementation of a comprehensive, statewide plan for promoting volunteer involvement and citizen participation in Idaho, as well as to serve as the state's liaison to national, state and community organizations which support the intent of the National and Community Service Trust Act.

Serve Idaho a division of the Department of Labor is funded by grants from the Corporation for National and Community Service and through cash and in-kind donations from state and local partners. Serve Idaho is funded in part by the Corporation for National and Community Service and the Idaho Department of Labor and does not receive general funds from the state.

## ***Serve Idaho Commission Mission***

Serve Idaho, the Governor's Commission on Service and Volunteerism, is a division of the Idaho Department of Labor. The mission of Serve Idaho is ***"To Encourage Volunteerism and Community Service."*** We administer and oversee the AmeriCorps programs and bring together Idahoans from all walks of life and organizations across the state to increase civic engagement and meet community needs. We are committed to achieving the highest possible impact with our resources and ensuring effective management and full compliance for our programs.

## ***Serve Idaho Programs***

The Commission's work is carried out primarily through the following programs which engage Idahoans of all ages in service and volunteerism.

- **AmeriCorps** – Provides opportunities for Idahoans of all ages to help meet critical needs and make communities stronger. AmeriCorps members address issues such as — children's health, improvement of schools, environmental protection, Veteran and military family support and volunteer recruitment and training.
- **Training and Professional Development** – The annual Serve Idaho Conference on Service and Volunteerism provides volunteer management and professional development training for national service members, volunteer administrators representing the public and private sectors, service-learning educators and community volunteers.
- **Award Recognition** – The Governor's Brightest Stars Award event recognizes Idaho's unsung heroes who work tirelessly as volunteers to improve the quality of life for Idaho and its citizens.
- **Disability Inclusion** – Provides training and education to national service members and community organizations. Facilitates accommodations to make service opportunities possible for national service members with disabilities and cultivates an environment to increase the interest and engagement of those with disabilities in community service.

## ***Goals of the Corporation for National and Community Service***

Serve Idaho supports the strategic goals of our federal funding agency, the Corporation for National and Community Service (CNCS). The Commission receives the majority of its funding from CNCS and appreciates the impact it has in our communities. This funding allows us to meet critical needs and expand the reach of national and community service in Idaho.

**CNCS Mission Statement:** Improve lives, strengthen communities and foster civic engagement through service and volunteering.

- **Goal 1:** Increase the impact of national service on community needs in communities served by CNCS-supported programs
- **Goal 2:** Strengthen national service so that participants engaged in CNCS-supported programs consistently find satisfaction, meaning and opportunity
- **Goal 3:** Maximize the value we add to grantees, partners and participants

### **Serve America Act Focus Areas**

Disaster Services

Economic Opportunity

Education  
Environmental Stewardship  
Healthy Futures  
Veterans and Military Families

- **Goal 4:** Fortify management operations and sustain a capable, responsive and accountable organization

In Idaho, the state Commission's focus for the next three years will be to address key CNCS focus areas by working with non-profits, state agencies and other organizations to increase the impact of national service programs Idaho.

## ***Serve Idaho***

### ***Governor's Commission on Service and Volunteerism***

### ***2013 – 2015 State Service Plan***

Serve Idaho brings together Idahoans from all walks of life and organizations across the state to increase civic engagement and meet community needs. We are committed to achieving the highest possible impact with our resources, and ensuring effective management and full compliance for our programs. This plan describes how we will build on our successes from the 2010-2012 plan.

The Serve Idaho Commissioners and staff created the state service plan at the annual fall retreat, reviewing accomplishments of the past year and examining the current needs based on the outreach strategies for the development of the new three year State Service Plan.

Our strategies for the goal to increase national service resources to benefit the citizens of Idaho are as follows:

#### **Strategy Area Successes and Future Plans: AmeriCorps and National Service**

The Commission has been very successful in securing quality applications for AmeriCorps program funding and in the 2012-2013 grant year was able to sub-grant all the formula funds allocated from CNCS. Idaho also has a competitive grant receiving over \$1.3 million dollars in funding from CNCS. The Commission is committed to allocating our resources to benefit the citizens of Idaho and has identified several organizations interested in a potential AmeriCorps program. Over the next three years we will continue to identify and reach out to community, faith-based, and other intermediary organizations for utilization of AmeriCorps funding. For example, Idaho's suicide rate is fourth highest in the U.S., and suicide is the second-leading cause of death for adolescents and young adults in Idaho. Thanks to widespread collaboration through the Treasure Valley and beyond, Idaho has established its own Suicide Prevention Hotline which will be operational in the fall of 2012. The hotline has enough financial support to be self-sustaining for two years. Mountain States Group leads structural oversight of the program and Serve Idaho will work with them on a potential AmeriCorps program. Serve Idaho will also help get the word out about the hotline and the importance of sustainability after the two year funding period has ended.

## **Goal 1: Increase national service resources to benefit the citizens of Idaho.**

**Objective:** Generate at least two new AmeriCorps grant application submissions by reaching out to community, faith-based, and other intermediary organizations by the end of 2015.

**2013 Output** – Reach out to and cultivate five potential AmeriCorps sub-grantees by **September 2013**.  
**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2013 Outcome** – Three new potential AmeriCorps sub-grantees will have participated in the AmeriCorps Grant application Technical and Training Assistance conference call and will have enhanced knowledge about the application process by **November 2013**.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

The Commissioners will participate through the Commissioner engagement plan:

- Each Commissioner will canvass his/her community for potential organizations and act as a liaison prior to **August 2013**.  
**COMPLETED – For additional information, please contact the Serve Idaho office.**
- All Commissioners will participate in training for identifying potential organizations during the next Commission meeting in **January 2013**.  
**COMPLETED – For additional information, please contact the Serve Idaho office.**
- Interested Commissioners will participate in Technical and Training Assistance conference call taking place during the month of **November 2013**.  
**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2014 Output** – Reach out to and cultivate five potential AmeriCorps sub-grantees by **September 2014**.

**2014 Outcome** – Through outreach to community, faith-based, and other intermediary organizations, one new potential AmeriCorps sub-grantee will have submitted a grant application by **December 2014**.

The Commissioners will participate through the Commissioner engagement plan:

- Commissioners in each region will review local entities and create a contact list of potential sub-grantees by **February 28, 2014**.
- In each region, commissioners will contact at least 5 potential sub-grantees by **September 2014**.
- Commissioners will submit a complete list of potential sub-grantees in each region, highlighting the five contacted potential sub-grantees, to Serve Idaho staff by **September 2014**.

Staff Roles:

- Maintain and distribute a working list of contacted entities to commissioners annually for outreach purposes, with the first list being distributed at the **2014 October Commission Retreat**.
- Staff will contact at least 5 potential sub-grantees by **September 2014**.



## Strategy Area Successes and Future Plans: Special Initiatives

The Commission evaluated and implemented ways to engage individuals 55 over the past three years. Serve Idaho completed recruitment materials to encourage this population's involvement in AmeriCorps, Senior Corps, and/or service and volunteerism within their communities. The recruitment material was inserted in the annual report mailer sent out by the Idaho Department of Labor Human Resource department to approximately 400 retirees. The Commission will continue to reach out to those 55+ but the focus for the following three years will be on rural Idahoans and Indian Nations.

## Goal 2: Expand Serve Idaho resources to support traditionally underserved populations.

### Objective 1: Develop new partnerships with organizations that serve rural Idahoans.

**2013 Output** – Deliver at least 2 presentations to Idaho Association of Counties and Association of Idaho Cities to make National Service programs known by **July 2013**.

**COMPLETED** – For additional information, please contact the Serve Idaho office.

**2013 Outcome** – Develop one new partnership to address a rural community need by **December 2013**.

**COMPLETED** – For additional information, please contact the Serve Idaho office.

The Commissioners will participate through the Commissioner engagement plan:

- Each Commissioner (with or without staff) will prepare and deliver at least one presentation about Serve Idaho, National Service and the importance of service and volunteerism by **November 2013**.

**COMPLETED** – For additional information, please contact the Serve Idaho office.

**2014 Output 1** – Conduct at least 6 regional presentations to current and/or potential community partners.

**2014 Outcome 1** – At least one new partnership.

The Commissioners will participate through the Commissioner engagement plan:

- Commissioners may work together regionally, giving at least 1 presentation by **December 2014**.
- Commissioners will report relevant information to staff.

Staff Roles:

- Staff will assist commissioners with presentations as needed.
- Staff will compile information given by commissioners gained from presentations into a working document.

**2014 Output 2** – Increase awareness through social media, calendar, personal presentations, and marketing material to convey value and importance of Serve Idaho to potential and current partners and community organizations.

**2014 Outcome 2** – 10% increased usage of Serve Idaho social media.

The Commissioners will participate through the Commissioner engagement plan:

- Commissioners will ask partners to like the Serve Idaho Facebook page.
- Commissioners will provide Serve Idaho staff with updates for calendar.

Staff Roles:

- Staff will monitor inquiries and other electronic traffic.

## **Objective 2: Forge partnerships and build relationships with Idaho's Indian nations.**

**2013 Output** – Outreach to at least 2 tribal communities by July 2013.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2013 Outcome** – A tribal member will be serving as a Serve Idaho Commissioner by December 2013.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

The Commissioners will participate through the Commissioner engagement plan:

- The Commission membership committee will contact potential tribal representatives by July 2013.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

## **Strategy Area Successes and Future Plans: Increasing Opportunities**

The Commission has effectively engaged community members in service projects and increased participation throughout Idaho communities. This was accomplished through a Commissioner driven MLK project, and the Idaho AmeriCorps week focusing on fighting childhood obesity and getting young and old out to play. The increase in participation and awareness was made possible by increased media coverage and having the Commissioners promote Serve Idaho events throughout their communities. Serve Idaho partnered with KBOI, a local TV station, for ten months organizing the guest schedule which featured Idaho Non-Profits on the Do More Mondays segments. This brought awareness to non-profits, Serve Idaho and other National Service programs, as well as, encouraging individuals to volunteer. The Commission will continue to increase awareness and participation in service and civic engagement in the following three years.

## **Goal 3: Increase representation of Serve Idaho and National Service through community service activities.**

### **Objective 1: Increase awareness in national days of service and volunteerism**

**2013 Output:** Commissioners will receive marketing materials by January 17, 2013.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2013 Output:** Commissioners will participate in at least one National Day of service or volunteer event in their community by December 2013.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2013 Outcome:** At least 70% of Commissioners will bring awareness to their community about National Days of Service, and the importance of service and volunteerism by December 2013.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2014 Output** – Commissioners will receive printed marketing materials by **January 15, 2014**.

**2014 Outcome** – Marketing materials will be distributed to at least 5 potential partners by each commissioner by **December 2014**.

The Commissioners will participate through the Commissioner engagement plan:

- Each commissioner will receive printed material by **January 15, 2014**.
- Commissioners will report who received the marketing materials to Serve Idaho staff quarterly.

Staff Roles:

- Staff will distribute printed material to commissioners at **January 15, 2014 meeting**.
- Staff will record data and use for reporting and grant purposes.

## **Objective 2: Increase participation in service and civic engagement.**

**2013 Output:** Commissioners will make contact with 15 citizens in their communities providing outreach materials for Serve Idaho and National Service by **September 2013**.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2013 Outcome:** At least three of those contacted will have participated in a volunteer activity and their information will be reported to Serve Idaho by **October 2013**.

**COMPLETED – For additional information, please contact the Serve Idaho office.**

**2014 Output** – Commission will research and identify local community activities for potential participation.

**2014 Outcome** – 50% of commissioners will participate in community service activities to bring awareness of Serve Idaho.

The Commissioners will participate through the Commissioner engagement plan:

- Commissioners will identify local community service activities.
- Commissioners will represent Serve Idaho at community service activities with Serve Idaho branding.
- Commissioners will report activities back to Serve Idaho office quarterly.

Staff Roles:

- Staff will record data and use for reporting and grant purposes.
- Staff will create a reporting template and send it to commissioners for feedback. This will be completed by **January 15, 2014**.

Serve Idaho is committed to promoting the CNCS values and mission as well as engaging and connecting

citizens through volunteering and collaboration with the Idaho Department of Labor. Through its State Plan, Serve Idaho will meet its and CNCS's goals of improving lives, strengthening communities and fostering civic engagement through service and volunteering.